



**Fleet & Industrial Supply Center
Norfolk**

Fleet and Industrial Supply Center Norfolk



Operational Excellence Message

***Ready for
Sea!***

Captain Loren V. Heckelman
22 March 2004



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Personal for Message

- **COMFLTFORCOM Norfolk VA 161705Z
MAR 04**
- **Well done in 2003 particularly OIF... build on accomplishments... higher level of combat readiness in the FRP construct**
- **Can't just say "do better"... Find a higher level of excellence through adherence to fundamental principles**



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7 Principles

- **Integrity**
- **Level of Knowledge**
- **Procedural Compliance**
- **Formal Communications**
- **Questioning Attitude**
- **Forceful Backup**
- **Risk Management**



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Summary

“Establishing a principled framework for operational excellence, clearly articulating it throughout the command and mandating compliance will facilitate operational effectiveness, increase efficiency and conserve resources. In the process, check the command attitude. At atmosphere in which each member feels his or her contribution is important will truly accelerate our advantages. We’ll get the job done right, save lives and help make our Navy a better institution.”




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Comments?

Your thoughts? Feedback?



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The background of the slide is a photograph of a large naval fleet at sea. In the foreground, the deck of an aircraft carrier is visible, with several aircraft parked. In the background, several other ships are visible, including a missile cruiser launching multiple missiles. A large, semi-transparent American flag is overlaid on the top half of the image, with the stars on the left and the stripes on the right.

**Navy Supply
Corps... one team,
one focus:
bringing logistics
to the fight!**